



HAIN4DTV

*Advocacy. Action. Answers on Aging.*

**National Association of Area Agencies on Aging**

1730 Rhode Island Avenue, NW, Suite 1200 / Washington, DC 20036 / Tel: 202-872-0888 / Fax: 202-872-0057 / [www.n4a.org](http://www.n4a.org)

June 8, 2009

Pamela Piering  
Director  
Aging and Disability Services (AAA Seattle-King County)  
PO Box 34215  
Seattle, WA 98124-4215

Dear Pamela,

This Letter of Agreement is between the National Association of Area Agencies on Aging and the (Aging and Disability Services (AAA Seattle-King County)), a sub-recipient local partner organization, for implementation of the *Digital TV: Keeping Seniors Connected Campaign*. With funding from the National Telecommunications and Information Administration (NTIA), CFDA No. 11.553, the campaign is designed to provide outreach/education and individualized assistance to older persons to successfully transition to digital television programming. This is a performance-based agreement for which n4a will provide compensation not to exceed \$27,122.

Role of Sub-Recipient Local Partner Organization

n4a has lead responsibility for the management and coordination of the project across its local partners to whom it provides funding; liaison and reporting to the federal funding agency; overall financial compliance; and ensuring achievement of the goals of the project.

The key responsibilities of the local sub-recipient partner organizations include:

1. Provide education/outreach and individualized assistance to older persons on the digital TV conversion as outlined in the attached implementation plan for the unit cost reflected in the attached budget.
2. Provide training and technical assistance to local staff, volunteers, and collaborating organizations as may be required.
3. Provide information and facilitate linkages between local sub-recipient partner organization's network and other organizations involved in the digital TV conversion.
4. Participate in web-based trainings conducted by n4a for all sub-recipients.
5. Participate in conference calls convened by n4a for campaign updates, best practice exchange, and problem solving.
6. Submit monthly progress reports and monthly performance data reports using the online metrics reporting system.
7. Submit final progress, performance data, and financial expenditure reports.

8. Submit any additional reports as determined by NTIA for compliance with the requirements for funding under the American Recovery and Reinvestment Act (ARRA).
9. Fulfill responsibilities related to the campaign in compliance with the specified time periods.
10. Include the following acknowledgement on all products emanating from the project:

The *Digital TV: KSC Campaign* is made possible, in part, by a grant from the National Telecommunications and Information Administration (NTIA), U.S. Department of Commerce.

#### Award Provisions

- The source of the funding is a Federal award from the Department of Commerce (CFDA#11.552/3) subject to OMB Circulars A-110, A-122 and A-133. An audit is required if such funds in conjunction with other Federal funds received by the local sub-recipient organization exceed \$500,000.
- Advances are limited to 75% of the total award. Advanced funds not disbursed in a timely fashion must be promptly returned. This award is subject to 15 CRF 14.22 requiring recipients of Federal financial assistance to maintain advances in interest bearing accounts. Interest earned on Federal advances deposited in such accounts (with the exception of \$250 per year which may be retained for administrative expenses) shall be remitted promptly to n4a for return to the Federal government.
- Local sub-recipient partner organizations are required to substantiate expenses and provide a financial expenditure report in a format provided by n4a at the end of the grant period. Local sub-recipient partner organizations must allow for review and inspection of records supporting reported expenses by n4a and the applicable Inspector General of the Department of Commerce.

#### Payment

- n4a agrees to provide the local sub-recipient organization an amount not to exceed \$27,122 on a performance reimbursement basis for the number of contacts/units of service for outreach/education and for individualized assistance provided to seniors for the digital TV transition, as well as the other tasks outlined in this agreement and further delineated in the attached implementation plan and timeline that are incorporated as part of the Letter of Agreement.
- An advance payment of 75% of the total award will be provided upon receipt of:
  - signed Letter of Agreement and
  - invoice for 75% of the total award (sample invoice attached).
- The final payment of 25% of the total award will be provided upon receipt of:
  - all progress reports,
  - all performance data reports,
  - financial expenditure report,
  - any additional reports required by NTIA for ARRA funds, and
  - number of contacts/units of service for outreach/education and for individualized assistance achieved by the local sub-recipient organization.
- While local sub-recipient organizations are encouraged to exceed the performance levels identified in the attached implementation plan and budget, n4a cannot reimburse the organization more than the amount for the total number of contacts/units of service identified in your organization's application.

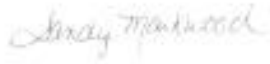
More specifically, the payment procedure and schedule is as follows.

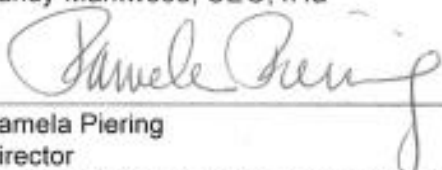
- Sub-recipient local partner organization must submit an invoice for 75% of the award total and the signed Letter of Agreement.  
Due: June 4, 2009.
- Sub-recipient local partner organization must submit a monthly progress report, a monthly performance data report using the online metrics reporting system, and any additional reports required by NTIA for ARRA funds.  
Due Dates:
  - Monthly performance data reports using the online metrics reporting system.  
Due Dates:
    - > June 19, 2009
    - > July 17, 2009
  - Narrative progress reports.  
Due Dates:
    - > June 26, 2009 (monthly)
    - > July 31, 2009 (final)
- Sub-recipient local partner organization must submit a financial expenditures report in a format provided by n4a, and an invoice for 25% of the total award.  
Due Date: August 14, 2009
- Upon receipt of the required invoice, reports, and the total number of contacts/units of service for outreach/education and for individualized assistance achieved by the local sub-recipient organization, n4a will make the final payment within 30 days.
- n4a will only reimburse costs that meet the requirements of OMB Circular A-122, that are ordinary and necessary to the successful completion of the program, and that are incurred during the grant period of work performance below. n4a may reduce the grant and/or require repayment of any or all of the funds due to non compliance with the terms of this Letter of Agreement.

Period of Work Performance

May 4, 2009—July 17, 2009

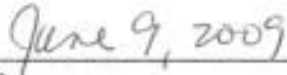
Accepted and Agreed to:

  
\_\_\_\_\_  
Sandy Markwood, CEO, n4a

  
\_\_\_\_\_  
Pamela Piering  
Director  
Aging and Disability Services (AAA Seattle-King County)

June 8, 2009

\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Date

**Section II—IMPLEMENTATION PLAN**

**PROJECT PERIOD: MAY 1—JULY 17, 2009**

***DIGITAL TV: KEEPING SENIORS CONNECTED CAMPAIGN***

**COVER PAGE**

**APPLICATION DUE DATE: MAY 18, 2009**  
(Or as soon as possible)

➤ **Organizational Information**

Agency Name: Aging and Disability Services, (AAA in Seattle-King County)  
Address: City of Seattle, Human Services Dept. PO Box 34215  
City, State, Zip: Seattle, WA 98124-4215  
Phone: 206 684-0641  
Website Address (optional): [www.seattle.gov/humanservices](http://www.seattle.gov/humanservices)

➤ **Contact Person(s)**

▪ **Agency Executive**

Name: Pamela Piering  
Title: Director  
Telephone: 206 684-0104  
Fax: 206 684-0689  
Email Address: [pamela.piering@seattle.gov](mailto:pamela.piering@seattle.gov)

▪ **Primary Staff Contact for Project**

Name: Joan Ebenal  
Title: Program Specialist  
Telephone: 206 684-0641  
Fax: 206 684-0689  
Email Address: [joan.ebenal@seattle.gov](mailto:joan.ebenal@seattle.gov)

▪ **Other Staff Contacts for Project (if any)**

Name:  
Title:  
Telephone:  
Fax:  
Email Address:

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➤ **Total Funding Request: \$ 27,122**

➤ **Performance Levels for Funding**

- Total Number of Outreach Contacts (Units of Service): 1,929
- Total Number of Education Contacts (Units of Service) : 800
- Total Number of individualized Assistance Contacts (Units of Service): 1,114

**Submit to Laurie Stevens at [LStevens@n4a.org](mailto:LStevens@n4a.org)**

*If you have any problems using the form fields in this document, please contact Laurie Stevens.*

*Digital TV: Keeping Seniors Connected Campaign*

**IMPLEMENTATION PLAN**

**A. Goal**

The purpose of the project is to conduct an on-the-ground, community-based campaign to ensure that the most vulnerable older Americans who currently rely on over-the-air television signals are provided the outreach, education, and one-to-one assistance needed to successfully make the conversion to digital programming.

**B. Objectives and Implementation Plan**

n4a has tried to simplify and expedite the sub-grant process due to the impending June 12 date for transition to digital transmission. Rather than preparing a written narrative of your implementation plan, n4a is taking an expeditious approach. By indicating what activities you will undertake as explained below, this document will constitute your work plan and will be attached to the *Letter of Agreement* as part of the sub-grant agreement between your agency and n4a. (Reference Section I-Guidance for directions on how to complete this section.)

**1. Conduct outreach to vulnerable older adults—particularly those who are minority, low income, rural, homebound, or have limited English proficiency—to create awareness of the DTV conversion and the actions needed to be ready.**

- *Outreach activities* might include newspaper ads and articles, radio programs, television interviews, senior newsletters and newspapers, flyers, brochures, bookmarks, etc.
- In addition to creating awareness of the DTV transition and the actions that need to be taken, outreach materials should also serve to *drive older consumers and their caregivers to your project*.

**Target number of outreach contacts: 1,929**

Local Campaign outreach activities will be conducted using the following strategies:  
(Click to checkmark all activities your agency will employ)

- ☒ Media Outreach (TV, radio, newspaper, etc.).
- ☒ Aging Network newsletters, publications, etc.
- ☒ Dissemination of DTV materials at fairs, conferences/other events.
- ☐ Large mailings. To what groups:
- ☒ Flyers/brochures distributed to homebound clients, transportation clients, etc.
- ☒ Flyer/brochures distributed at churches, grocery stores, pharmacies, medical offices, etc.
- ☒ I&R/A and/or ADRC staff will screen all callers to determine DTV readiness.

- ☒ Special outreach strategies targeted to minority populations, homebound, immigrant seniors, rural, etc.

Describe strategies for each target population: Meals on Wheels staff will deliver informational material to all participants when delivering meals and Outreach Workers will provide information to their homebound clients. Case management clients will also be provided materials through their Case Managers. We will work with community organizations providing services to latinos, asian-american, laotian/hmong, russian and native american populations.

- ☐ Other strategies. Describe:

**Month(s): June, July**

**2. To educate/teach vulnerable older adults about how to assess the need for a converter box, how to apply for a converter box coupon, and how to install a converter box.**

- Educational encounters focus on training seniors with the actions that need to be taken to prepare for the DTV Conversion--how to assess the need for a converter box, how to apply for a coupon, where to buy a box, and/or how to install a box. Education can be provided to groups or individual older adults; in community settings like senior centers, HUD housing, etc., or in home settings; and/or by telephone or computer.

**Target number of education contacts: 800**

Local Campaign educational activities will be conducted using the following strategies: (Click to checkmark all activities that your agency will employ)

**REQUIRED:** Some activities must be directed to frail/homebound seniors.

- ☒ Conduct educational events at senior centers.
- ☒ Conduct educational events at congregate nutrition sites.
- ☒ Conduct educational events at HUD or other low income housing facilities.
- ☐ Conduct educational events at assisted living facilities.
- ☒ Provide one-to-one education to homebound or other vulnerable seniors in the home through case managers, home-delivered meals, or other programs.
- ☒ Provide one-to-one education to homebound or other vulnerable seniors by phone, through I&R/As, case managers, or other programs. Specify: Senior Information & Assistance staff will provide one-to-one education by phone.

- ☐ Other strategies. Describe:

**Month(s): June, July**

3. **Provide individualized assistance to older persons to effectively transition to digital programming.**

- Individualized assistance includes: 1) assessments to determine the need for DTV converter box; 2) assistance in applying for the Converter Box Coupons; 3) assistance in securing a converter box from a retailer; and 4) assistance with installing converter box, troubleshooting, and training the older person to use the new technology.

**Target number of units of individualized assistance: 1,114**

Local Campaign individualized assistance activities will be conducted using the following strategies: (Click to checkmark all activities your agency will employ)

**REQUIRED:** Some activities must be directed to frail/homebound seniors.

- ☒ Demonstrations on assessing the need for a converter box and/or installing the converter box at senior centers, congregate nutrition sites, HUD housing, and other facilities.
- ☒ Coaching seniors by phone on how to assess the need for a converter box and/or to install the converter box.
- ☒ Directly assess the need for the converter box in the home for seniors unable to conduct the assessment.
- ☒ Assist seniors with applying for the converter box coupon at senior centers, congregate nutrition sites, HUD housing, and other community sites.
- ☒ Assist homebound/frail seniors with applying for the converter box coupon using the I&R/A specialists, case managers, or other program personnel to apply online or using paper applications.
- ☒ Install the converter box in the homes of seniors requiring installation assistance.
- ☒ Teach seniors how to use the new technology, including remote controls, scanning, antenna placement, etc.
- ☒ Troubleshoot installation problems and reception problems.
- ☐ Other strategies. Describe:

**Month(s): June, July**

4. **Provide training and technical assistance to staff and volunteers.**

All activities below are **REQUIRED**. After reading, please click to checkmark each.

- ☒ Participate in the national web-based trainings conducted by n4a for all sub-grantees.

Months: May-June

☒ Provide training to agency staff, provider personnel, and volunteers as required. The local campaign project will utilize existing training resources available from n4a, NTIA, FCC, or the National Association of Broadcasters where feasible.

☒ Provide technical assistance to staff/volunteers to resolve problems or issues encountered in the project.

☒ Facilitate linkages and collaborate with other local organizations/groups participating in the campaign (i.e., broadcasters, other organizations funded by NTIA or FCC, etc.)

Months: May-July

#### 5. Management, Monitoring and Reporting.

All activities below are **REQUIRED**. After reading, please click to checkmark each.

☒ Participate in conference calls convened by n4a for campaign updates, best practice exchange, and problem solving.

Months: May-July

☒ Provide monthly and final progress reports; monthly and final performance data reports utilizing the online metrics (survey monkey) reporting system; and final expenditure report.

Reports will be submitted as follows:

- *Monthly Online Metric Performance Reports (Survey Monkey)*
  - May 22, 2009
  - June 19, 2009
  - July 17, 2009
- *Narrative Progress Reports*
  - Monthly Progress Reports*
    - May 22, 2009
    - June 26, 2009
  - Final Progress Report*
    - July 31, 2009
- *Final Financial Expenditure Report*
  - August 14, 2009

☒ Provide any additional reports as required by the National Telecommunications and Information Administration, Department of Commerce, for funding under the American Reinvestment and Recovery Act.

#### Section III.

**BUDGET AND BUDGET EXPLANATION.** Format attached separately.

**PERFORMANCE-BASED UNIT COST INFORMATION.** For mat included at the end of the budget section.

# Section II—BUDGETS & UNIT COST CALCULATIONS

## Application for Funding

### DIGITAL TV: KEEPING SENIORS CONNECTED CAMPAIGN

#### Budget & Budget Explanation

#### Part A. OUTREACH/EDUCATION ACTIVITIES (Costs for these activities cannot exceed 25% of total budget request.)

Category	Amount	Budget Explanation- For each category, include a detailed description of how the funds will be used
Personnel		(Identify key staff, role in project, and the percentage of time commitment. Consultants should be listed under "Other".)
	\$ 5,681.00	I&A Advocates @.15% of \$37,873 for outreach and education activities.
Fringe Benefits	\$ 1,420.00	(Include a breakdown of amounts and percentages that comprise fringe, i.e., health insurance, FICA, retirement, etc.) 25% of salary for fringe benefits
Travel		(Include # of trips, purpose, and mileage rate, travel and accommodations. Funds cannot be used for n4a conference registration.)
• Mileage Reimbursement		100 miles @.35/mile for trips to and from community sites for DTV presentations
• Grantee Meeting at n4a Conference (25% of total cost)	\$ 35.00	
Other Direct Costs (Utilize these and/or identify other categories to reflect your costs.)		(Include a brief explanation of each item and how it relates to the project)
• Supplies		For printing of informational brochures for community presentations.
• Printing/Reproduction		
• Telephone		
• Postage		
• Education/Training Events		
• Paid Advertisements		
• Consultants		
• Other--Specify	\$ 100.00	
Indirect Costs—Include Rate	\$ 953.00 Sr. Svcs. \$ 716.00 ADS	(Include the indirect cost rate and how it is calculated, i.e. 28% of salaries and fringe.) 13.17% of salaries, fringe, travel and other direct costs for Senior Services, 8.74% indirect for Aging and Disability Services
<b>TOTAL AMOUNT</b>	<b>\$ 8,905.00</b>	

## DIGITAL TV: KEEPING SENIORS CONNECTED CAMPAIGN

## Budget &amp; Budget Explanation

Part B. INDIVIDUALIZED ASSISTANCE ACTIVITIES (Costs for these activities must reflect at least 75% of total budget request.)

Category	Amount	Budget Explanation- For each category, include a detailed description of how the funds will be used.
<b>Personnel</b>		(Identify key staff, role in project, and the percentage of time commitment. Consultants should be listed under "Other".)
	\$ 5,681.00	I&A Advocates @.15% of \$37,873 for individualized assistance contacts.
<b>Fringe Benefits</b>		(Include a breakdown of amounts and percentages that comprise fringe, i.e., health insurance, FICA, retirement, etc.)
	\$ 1,420.00	.25% of salary for fringe benefits.
<b>Travel</b>		(Include # of trips, purpose, and mileage rate, travel and accommodations Funds cannot be used for n4a conference registration.)
• Mileage Reimbursement	\$70	200 miles @ .35/mile = \$70 (local travel)
• Grantee Meeting at n4a Conference (75% of total cost)		Airfare n4a conference and return - \$505 Hotel - \$145/night, 3 nights - \$435 Conference transportation - \$100
<b>Other Direct Costs</b> (Utilize these and/or identify other categories to reflect your costs.)		(Include a brief explanation of each item and how it relates to the project)
• Supplies		A total of \$6,600 will be used to provide installation kit supplies (screwdriver, drills, coaxial cables, etc), stipends for volunteers assisting in installation of boxes and for a consultant to troubleshoot installation problems and install boxes within the next month and a half.
• Printing/Reproduction		
• Telephone		
• Postage		
• Stipends for Installation/Troubleshooting	\$ 6,600.00	
• Installation Kits		
• Consultants		
Other--Specify		Estimated installations: 50
<b>Indirect Costs—Include Rate</b>		(Include the indirect cost rate and how it is calculated, i.e. 28% of salaries and fringe.)
	\$ 1,945.00 Sr. Svcs. \$ 1,461.00 ADS	Indirect is calculated at .1317% of total of salaries, wages, travel and other direct costs for Senior Services and 8.74% for Aging & Disability Services.
<b>TOTAL AMOUNT</b>	\$18,217.00	

## DIGITAL TV: KEEPING SENIORS CONNECTED CAMPAIGN

## PERFORMANCE-BASED UNIT COST CALCULATIONS

## Reasonableness of Unit Costs.

The rates for the national average are as follows:

- Outreach/Education Contacts—\$3 per contact
- Individualized Assistance—\$15 per each unit of assistance: (1) assessing the need for a converter box; 2) applying for a converter box coupon; 3) obtaining a converter box from a retailer; and 4) installing/troubleshooting the converter box. Some of these assistance categories can be conducted for less than \$15, allowing more for installation activities.

While n4a is sensitive to differences in costs in communities across the country, it is important that the cost per unit reflect a reasonable approximation of the "average" cost nationally. We would encourage you to examine your costs and volume projections in light of this information.

## Part A. Outreach/Education Activities

1. Total Budget for DTV Outreach/Education Activities	_____ \$ 8,905.00 _____
2. Number of Units Planned	_____ 2,729 _____
3. Unit Cost (line A1 divided by line A2)	_____ \$ 3.26 _____

## Part B. Individualized One-to-One DTV Conversion Assistance

1. Total Budget for Individualized Assistance	_____ \$18,217.00 _____
2. Number of Units Planned	_____ 1,114 _____
3. Unit Cost (line B1 divided by line B2)	_____ \$ 16.35 _____

**Total Amount Requested (Total of Lines A.1 and B.1)** \_\_\_\_\_ \$27,122 \_\_\_\_\_